Dated: September 21, 2004

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Dimitri Kanevsky, et al. Examiner: Donald Champagne

Serial No.: 09/422,195 Group Art Unit: 3622

Filed: October 21, 1999 **Docket:** YOR919990321US1(12837)

For: SYSTEM AND METHOD FOR GROUP

ADVERTISEMENT OPTIMIZATION

Confirmation No: 5232

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## RESPONSE UNDER 37 C.F.R §1.111

Sir:

Responsive to the Office Action dated April 21, 2004, Applicants respectfully request the Examiner to amend the above-identified application as follows and solicit reconsideration of the application in view of the amendment and following remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.

## **CERTIFICATION OF FACSIMILE TRANSMISSION**

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Dated: September 21, 2004

Steven Fischman

CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8) Applicant(s): Dimitri Kanevsky, et al.				Docket No. DR919990321US1 (12837)
Application No. 09/422,195	Filing Date October 21, 1999	Examiner  Donald Champagne		Group Art Unit 3622
Invention: SYSTEM AND METHOD FOR GROUP ADVERTISEMENT OPTIMIZATION				
Confirmation No: 5232				
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